

PLANNING AT THE SPEED OF THE WEB

The One Page Planning and Performance System™

Alignment... Accountability... Results!



The One Page Business Plan Company

www.onepagebusinessplan.com

The One Page Planning and Performance System™

Enterprise planning at the speed of the web

The One Page Planning and Performance System is a breakthrough business application. It takes the best of The One Page Business Plan® process to the web to create a powerful strategic planning and performance management system that helps your company:

- Accelerate growth
- Increase revenues and profits
- Develop stronger communication between divisions
- More effectively implement your business plan
- Develop high performance leaders
- Focus people and resources on achieving company goals

The One Page Business Plan is a proven business tool that uniquely links Planning, Strategy, Performance and Accountability. It's simple, it's easy and it works because:

- Every manager has a plan... a one-page plan.
- Uses easy to understand language; no complicated terms
- Integrates performance and progress reporting to the plan
- Teaches systems and critical thinking
- Fosters organizational learning
- Clearly identifies excellent and poor performers
- 360 degree accountability

The One Page Planning and Performance System features:

- Standardized One Page Business Plan template
- Drill down navigation with click-thru organization chart
- Linked Performance Reporting to each Objective
- Progress reporting to each Planned Action
- Color-coded Plan Status Reports
- Flexible system for approval of plans
- Secured and Controlled Access to system
- Online input and updates

From Complexity to Simplicity

WOW #1

Every manager has a plan; and it is just a click away!
Online Business Schematic with One Page Plans for every Business Unit

WOW #2

System tracks results of every key objective!
Online Performance Scorecard for each and every Objective

WOW #3

Need to know the status of a critical initiative or project?
CLICK ON IT!
Online Progress Reports for each Planned Action



WOW #4

No more guessing about the status of any plan!
Color-coded business plan status at a glance

WOW #5

Total Accountability!
View all Performance Scorecards and Progress Reports for each manager with a just a single click

The Five WOWs of The On Page Planning and Performance System

Navigate to any plan with the click-thru organization chart. Each One Page Business Plan has five components that work together to describe the profit center, department, project or program being built, why it is being built, how it will be built, and the specific measurable results that will be accomplished.

Click on any Objective and a One Page Performance Scorecard™ opens. The scorecard shows actual, budget, forecast and last year actual, both graphically and quantitatively. This system uniquely links plans and performance reporting in a very simple, highly effective manner.

ONE PAGE PLANS
Click on any business unit to see a One Page Plan.

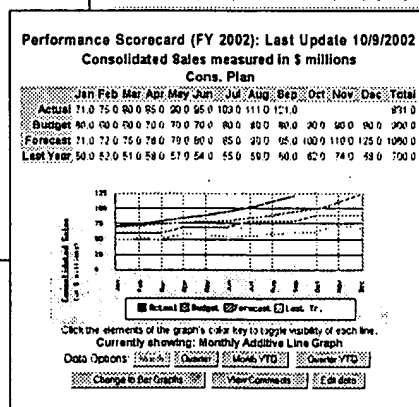
Imagine being able to click on any Planned Action in any business unit and viewing a concise progress report. This feature greatly simplifies progress reporting. Progress reports will never get lost in the mail again!

ONE PAGE PROGRESS REPORTS
Click on any Plan to view One Page Progress Reports.

WOW!
one page planning & performance

This system tracks the status and version of every manager's plan using a simple color system. Approved plans are green, drafts are yellow and un-posted plans are red. The status of every plan in your company or organization is obvious at a glance.

Click on any manager's name and display all of the manager's One Page Scorecards or Progress Reports. This feature facilitates the quick assessment of monthly, quarterly and year-to-date results and progress against plans.



ONE PAGE SCORECARDS
Click on any Objective to view One Page Performance Scorecards.

Progress Report as of 2/15/2002
Develop Employee Recruitment Program

10/28/01 Tasks 25% Complete
Completed Hiring Plan on 9/30
Executive Committee approved Plan on 10/2
Website design approved 10/25, coding initiated 10/27
Spring College Recruiting Program in place at 20 colleges

11/30/01 Tasks 50% Complete
Employee Recruiting Program announced at Nov Employee Meeting
Recruiting Website completed on 11/25 within budget

12/29/01 Tasks 75% Complete
Collateral materials design completed & approved on 1/3/02
Ten RFPs for printing sent out 1/2/02
Interview process finalized w/ HR & Operations

2/05/02 Tasks 90% Complete
Collateral materials received 1/15
Final Job Requisitions approved 1/31
Hiring Process fully initiated 1/31

Implementation is Easy and Can be Accomplished in as Little as 4 Weeks...

Business and corporate planning processes have changed little in the last thirty years. They remain highly complex, overly time consuming and very ineffective. CEOs and business owners complain their planning processes take too long and are of little value... and yet they have their management teams prepare a new one every year. Why not implement a results-based system that links planning, implementation, and accountability?

Train, Educate, and Mentor your Management Team

Our consulting services include complete strategic and business planning capabilities using the One Page Methodology. We train, educate, mentor, coach and facilitate your team in the use of the One Page Planning and Performance System. Our team can lead and facilitate one-day in-house training programs or extensive planning retreats. We specialize in fast growth companies experiencing rapid change. Our team works equally well with young managers as well as working with Fortune 500 executives.

Experienced Consulting Team

Our One Page Planning Team consists of seasoned business executives, former business owners and senior consultants who truly understand business. This team has been carefully selected, trained and certified in One Page Methodology. These consultants will work closely with you to create and implement a comprehensive plan in days... not months!

Performance Management and Executive Leadership Programs

Our seasoned consultants have expertise in leadership training, team development, and performance management. They understand strategic planning and managing for results... and have all participated in building successful businesses. We can design and implement complete budgeting, forecasting and accountability/business review systems to complement your One Page Planning and Performance System.

Tom Peters

Author, *Thriving on Chaos* and
Co-Author, *In Search of Excellence*

"The One Page Business Plan is an out and out winner. Period. It makes great sense to me as a so-called 'business thinker'. The One Page Business Plan = the proverbial better mousetrap!"

Bob Esperti

CEO, QAJ

"One Page Business Planning has brought coordinated planning and organization to our diverse holdings of several different companies; it has given us a common language and culture."

P.J. Anderson

President and CEO, OP Contract

"The One Page Planning method, along with the web-based tool, are great ways to help managers stay strategic even though their days may be spent working primarily on tactical issues."

Rodney Wray

CEO and President, SanAct Inc. (California, Nevada, and Hawaii Real-Estate Franchise)

"This is the ultimate management tool for a multi-branch, multi-division company! Our team is fully aligned and focused on what counts because of the One Page Planning and Performance System!"

The One Page Planning and Performance System is flexible with many uses:

Organization

- Corporations
- Subsidiaries/Divisions
- Startup Companies
- Government Agencies
- Cross-functional teams
- Not-for Profits

Function

- Profit Centers
- Departments
- Programs
- Projects

Purpose

- Strategic Plans
- Operating Plans
- Marketing Plans
- R&D/Technology
- Training & Development
- Sales Plans



**The One Page
Business Plan Company**

1798 Fifth St., Berkeley, CA 94710

(510) 705-8400

Complete ASP Hosting Solution:

- Fast 48 Hour System Set up
- Simple System Administration
- No Client IT Requirement
- Easy to Use, Intuitive System
- Supports Work Group Collaboration
- Web Based—Accessible Worldwide
- VeriSign SSL 128 bit Encryption

Client system requirements are:

- Netscape 4.7+ or IE 5+ Browser
- Windows 98/2000/NT or Mac OS 9.0+
- 28.8 Kbps or faster Internet connection
- 15" Monitor

The One Page Business Plan Company

... a Simple Solution to a Complex Problem

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System Tour

System Description

Consulting Team

Retreats & Workshops

Best Selling Book

Sample Plans

Certification

System Description

The One Page Planning and Performance System is a web-based software application that uniquely links Planning, Strategy, and Accountability. It's simple, it's easy and it works because:

- Every manager has a plan... a one page plan.
- Uses easy to understand language; no complicated terms
- Integrates performance and progress reporting to the plan
- Teaches systems and critical thinking
- Fosters organizational learning
- Clearly identifies excellent and poor performers
- Provides 360 degree accountability

The One Page Planning and Performance System features:

- Standardized One Page Business Plan® template
- Drill down navigation with click-thru organization chart
- Linked Performance Reporting to each Objective
- Progress reporting to each Planned Action
- Color-coded Plan Status Reports & Version Control
- Flexible system for approval of plans
- Secured and Controlled Access to system
- Online input and updates
- Hosted Solution. No client IT requirements

The One Page Planning and Performance System is a powerful strategic planning and performance tool that helps your company:

- Spend less time planning and more time implementing
- Implement more effectively because each manager/team has a plan

One Page Planning and Performance System is a flexible system with multiple uses:

Organization


- Corporations
- Subsidiaries/Divisions
- Startup Companies
- Government Agencies
- Cross-functional teams
- Non-profits

Function

- Profit Centers
- Cost Centers
- Departments
- Programs
- Projects

Uses

- Strategic Plan
- Business Plan
- Marketing Plan
- R&D/Technology
- Training & Development

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- Communicate better with the system's open-book capabilities
 - Promote accountability with Performance and Progress Reports linked to plans
 - Focus on planning, performance, and implementation - not learning software
 - Produce more predictable results because everyone knows the plan

Take a System Tour

System Requirements

Please Contact Me right away! I want to find out how this simple and effective system can be implemented in our organization!

The One Page Business Plan Company

... a Simple Solution to a Complex Problem

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The One Page Business Plan Company

Simple, Understandable, Actionable... One Page Plans Drive Results!

The One Page Business Plan Company is a national provider of planning and performance management systems. Its innovative web-based enterprise planning and performance management system is rapidly becoming the tool of choice for CEOs across the country because of its ability to quickly produce a set of plans that the entire organization can understand and implement.

Plans are created using a proprietary methodology based on the best-selling book, The One Page Business Plan. The methodology enables a CEO to fully engage his/her executive team through a highly collaborative process of creating, sharing and aligning plans enterprise-wide. The web-based system uniquely links performance scorecards directly to text-based objectives to facilitate tracking results and creating an environment of accountability.

The Company operates as an Application Service Provider (ASP) providing access through the web for a monthly fee. The Company, headquartered in Berkeley, California, has a network of 140+ senior consultants who market and deliver its products and services throughout the U.S., Canada, and South America. ([Partial client list](#))

About Jim Horan

Jim Horan
President and CEO



Jim Horan is the President and CEO of the One Page Business Plan Company and author of "The One Page Business Plan"... the best selling business planning book on Amazon.com. He is also the developer of The One Page Planning and Performance System.

Jim founded the company in 1990 after nearly two decades in senior level financial positions with Shaklee Corporation and Bayer Pharmaceuticals. Over the past 12 years, his company has helped thousands of businesses achieve sustainable cash flow and profit growth.

Mr. Horan speaks to audiences all across the United States, helping business owners and CEO's systematically make their businesses more profitable. Jim has the unique ability to take complex business situations and make them simple.

Tom Peters, the author of *Thriving on Chaos* and *In Search of Excellence*, calls the One Page Business Plan an out and out winner... Period! Peters has been quoted as saying "It makes great sense to me as a so-called 'business thinker.' The One Page Business Plan = the proverbial better mousetrap!"